

CLIENT-SIDE APPLICATION AND METHOD FOR
MONITORING ACTIVITIES OF A VISITOR TO A WEB SITE

ABSTRACT OF THE DISCLOSURE

A client-side application method for client activities of a visitor to a Web site include loading a client program into an operating environment of a client machine of a visitor to a Web site. A reference count associated with the client program is incremented to maintain persistence of the client program in the operating environment during browsing by the visitor across a plurality of Web pages of the Web site. Browsing activity of the visitor across the Web pages is monitored with the client program. An indication of the browsing activity of the visitor is uploaded over a network for processing.